

1ST NOVEMBER 2023

Marketing Insights Newsletter of Marketing360.in

PANORAMA M360



WWW.MARKETING360.IN

1ST NOVEMBER 2023

Table of Content

1. British Esports Secures Historic Partnership Agreement with SEF
2. OLAY uses AI to #STEMtheGap
3. Cadbury Dairy Milk's #SitTogether Campaign
4. Labour law
5. Cricket Fever Boosts Indian Travel Industry

6. Durga pooja- coca cola
7. Marketainment
8. Did you know?
9. AIDA Model- Coke Studio
10. Blog of the month: Brands Fueling Expansion: Redefining the sustainable structure



ABOUT M360.IN

Everything you're looking out to quench your curiosity of marketing, whether it be marketing concepts, latest trends, news, brand stories, innovative campaigns, buzz-worthy advertisements, we've got you covered, marketing360.in is your one-stop solution to look forward to.

Click on the Icons below to Follow us:



[MARKETING360.IN](https://marketing360.in)

1ST NOVEMBER 2023

GLOBAL NEWS

**BRITISH ESPORTS
SECURES HISTORIC
PARTNERSHIP
AGREEMENT WITH SEF**



**BRITISH
ESPORTS**



**SAUDI
ESPORTS
FEDERATION**



British Esports, the United Kingdom's regulating organization for esports, has joined forces with the Saudi Esports Federation, a significant player in Saudi Arabia's gaming scenario. This historic partnership, which was formed during the UK Department for Business and Trade's inaugural Esports Trade Mission To Saudi Arabia, intends to move the global esports industry forward. Cultural exchanges, internships, mentorship programs, boot camps, and educational initiatives are all part of the partnership's efforts to develop esports talent. Both federations will also conduct competitive matches involving prominent esports athletes from the United Kingdom and Saudi Arabia.

Chairman of the SDEF, emphasized the partnership's potential for empowering gamers and paving the path for a successful esports economy in both countries. Through this partnership, the UK will continue to lead the world in esports and usher in a new, exciting chapter of the esports sector.

MARKETING360.IN

1ST NOVEMBER 2023

Digi-Buzz

OLAY USES AI TO
#STEMTHEGAP



The #STEMTheGap campaign from Olay is changing the rules for women in Science, Technology, Engineering and Maths. Olay's latest film, produced in collaboration with filmmaker Anand Gandhi, honors stalwarts like Dr. Anandibai Joshi, Kamala Sohonie, Dr. Janaki Ammal, and Kalpana Chawla while shedding light on India's remarkable female scientists and technologists.

These motivational trips highlight the need for female role models in the STEM fields and the prejudices in society that deter young girls from pursuing STEM-related occupations. Olay's dedication to closing the gender gap in STEM is emphasized for Skin and Personal Care in Asia Pacific, Middle East, and Africa at Procter & Gamble, who also launches a mentorship program. The goal is quite clear: double the proportion of women in STEM fields by 2030 and build an inclusive, just society. Olay's #STEMTheGap campaign dismantles barriers and directs young girls towards their aspirations, paving the path for future female STEM leaders.

In a heartwarming initiative, Cadbury Dairy Milk has launched its #SitTogether campaign, driven by the core value of generosity and the belief that the joy of cricket should be a shared experience. This campaign, conceptualized by Ogilvy, aims to inspire unity and mutual trust during the Cricket World Cup.

The first film showcases touching moments of people from diverse backgrounds coming together through their shared love for cricket.

The second film tells a story of kindness when a man invites his household help to watch a live match, demonstrating the spirit of inclusivity.

Moreover, consumers have a chance to win live match tickets through QR codes on Cadbury chocolates, adding excitement to the campaign. Cadbury emphasizes the campaign's goal to foster togetherness and shared happiness during the World Cup. This partnership, supported by ICC and Star Sports, aims to unite fans across different cultures, exemplifying the power of the World Cup in bringing nations together. It's all about sharing the love for cricket and creating memorable moments of togetherness.

**CADBURY DAIRY MILK'S
#SITTOGETHER CAMPAIGN**

Social media Ad'

MARKETING360.IN

1ST NOVEMBER 2023

GOVERNMENT NEWS

LABOUR LAW

The four new labour laws that are slated to be brought into effect are now waiting for the Government to announce their effective dates. They promise an array of benefits for the salaried class. However, the advantages are dependent on how an individual is classified.

Employees are broadly classified into two categories under the new Labour Laws. A 'worker' is someone who does not have any administrative or supervisory responsibilities.

An 'employee' is anyone who works in a managerial capacity. A handful of these laws are not applicable to employees in management or supervisory positions under the new Labour Law.

What 'not' to expect as a Manager under the new Labour Law-

Occupational Safety, Health and Working Conditions Code, 2020.

1. Daily and weekly working hours.
2. Weekly and compensatory holidays.
3. Extra wages for overtime.
4. Annual leaves with wages, leave encashment.
5. Contract labour to be allowed.

Industrial Relations code, 2019.

1. Constitution of works committee.
2. Grievance redressal committee.
3. Provisions relating to trade unions.
4. Standing orders.
5. Notice of change in conditions of service.
6. Mechanism for resolution of industrial disputes
7. Prohibition of strikes.
8. Provisions relating to lay-off and retrenchment.
9. Worker re-skilling fund.



1ST NOVEMBER 2023

INDUSTRIAL TREND

CRICKET FEVER BOOSTS INDIAN TRAVEL INDUSTRY

The ICC World Cup 2023 has sparked a surge in India's travel industry, with accommodation searches soaring as cricket enthusiasts eagerly await matches, notably the India-Pakistan clash in Ahmedabad. Yatra Online's Senior VP of Flights and Hotel Business notes a significant increase in hotel bookings and airfares for key match destinations. Notably, domestic air travel, particularly in Kolkata, has seen a remarkable rise, while corporate bookings have surged, especially in Ahmedabad.

FCM India highlights notable price increases in corporate hotel bookings, with Lucknow leading. Booking.com, the tournament's official accommodation partner, foresees high demand in key match cities. Host city hotel rates, particularly in Pune, Ahmedabad, and Dharamshala, have dramatically risen. The ICC World Cup 2023's fervor has spurred industry giants like Oyo and MakeMyTrip to expand their offerings. The Indian travel industry thrives amid cricket enthusiasm, poised to host an unforgettable cricket spectacle for fans.



Brand in Talk

**COCA-COLA
DID WHAT?**

Coca-Cola in India produced a joyful campaign with a catchy name "Coke-er Shaathe Roj, Pujo'r Mahabhoj " honoring the splendor of Pujo and focusing on meals and celebrations enjoyed with a coke. 'Pujo's grand food/festivities coupled with a Coke' is how the campaign's name is translated. The campaign emphasizes blending into India's rich cultural celebrations. The campaign's commercial, "THALA HOPPING," captures the spirit of the Durga Puja celebrations.

A cartoon character starts pandal-hopping across tables emphasizing the festival's outstanding moments. Ogilvy created an advertisement attempting to highlight the nuanced moments of adoration and companionship that make Pujo special. To achieve total brand visibility, this 360-degree campaign will be displayed on social media and other channels with images combined for in-store experiences, out-of-home advertising, and print ads.

MARKETING360.IN

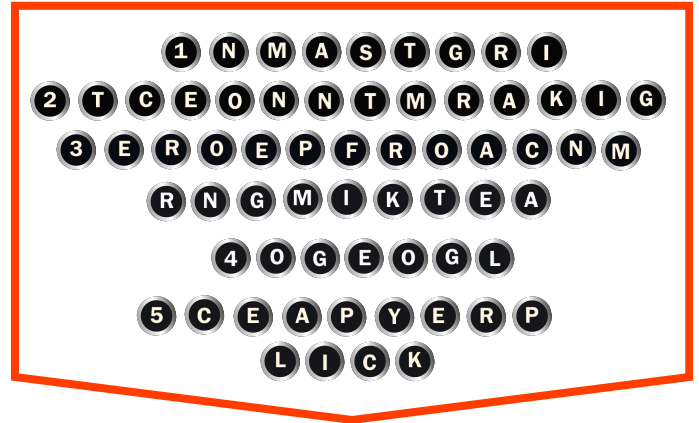
1ST NOVEMBER 2023

Market-Tainment



CAN YOU UNSCRAMBLE THE FUN?

1. A popular social media platform?
2. A marketing strategy involving content.
3. A method of measuring marketing success.
4. A metric used in online advertising.
5. A term for creating engaging marketing content.



DID YOU KNOW?



FAMOUS BRANDS UNCOMMON FACTS

1. The McDonald's outlet near Buckingham Palace was owned by the Queen of England.
2. Google hired a camel named 'Raffia' to create a street view of the Liwa desert in the UAE.
3. Coca-Cola has a catalog with approximately 3500 beverages and 500 products.
4. Since 1987, Starbucks has been opening an average of two stores per day.
5. Samsung was responsible for constructing the Burj Khalifa, the world's tallest building.
6. Pepsi derived its name from pepsin, the digestive enzyme.

1ST NOVEMBER 2023



AIDA model.



AWARENESS	INTEREST	DESIRE	ACTION
Coke Studio uses eye-catching visuals and engaging music to grab attention.	Coke Studio provides behind-the-scenes footage and interviews with artists to generate interest in the creative process.	Coke Studio creates a sense of exclusivity by releasing limited-edition merchandise and offering exclusive experiences.	Coke Studio provides links to streaming platforms where fans can listen to full performances.
The brand collaborates with popular artists from diverse genres to appeal to a wide audience.	The brand highlights the unique fusion of genres and cultures that takes place on the Coke Studio platform.	The brand promotes the idea that Coke Studio is a platform for discovering new music and artists from diverse culture and languages.	The brand encourages fans to attend Coke Studio live events.
Coke Studio releases teasers and trailers to build anticipation for upcoming seasons.	Coke Studio curates playlists and creates social media content to keep fans engaged.	Coke Studio encourages fans to share their favorite Coke Studio performances with their friends and followers.	Coke Studio asks fans to vote for their favorite performances and artists.

EXAMPLES

The Coke Studio “Discover” campaign used social media to introduce fans to new artists and genres.
The Coke Studio “Behind the Music” series provided fans with a glimpse into the creative process behind Coke Studio performances.
The Coke Studio “Live” events gave fans the opportunity to experience Coke Studio music in a live setting.

1ST NOVEMBER 2023

BLOG OF THE MONTH

BRANDS FUELING EXPANSION: REDEFINING THE SUSTAINABLE STRUCTURE



Sustainability is becoming a crucial corporate objective rather than just a trendy idea. It now includes environmental and social well-being, which forces companies to change and keep up with changing consumer and market needs. Companies are embracing sustainability totally and integrating it into every aspect of their business operations. This entails actions like cutting down on paper waste, conserving energy, creating transparent and eco-friendly supply chains, investing in environmentally friendly product lines, and making long-term sustainability commitments. A few industries—energy, resources, and healthcare, for example—are starting to take the lead in sustainability and equity. Investments in recycling technologies, for example, to produce low-carbon plastics, demonstrate a dedication to sustainable practices motivated by both personal beliefs and consumer demands. One such example is the significant technological investment made by Eastman Chemical Company to address plastic waste and alleviate climate-related challenges. Businesses need to keep a long-term outlook and effortlessly incorporate sustainability into their product life cycles in the face of economic uncertainty.

Marketers are essential because they spearhead internal projects and bring the company together around environmentally friendly behaviors. The "Be, Say, Do" strategy prioritizes internal processes above outward communications in order to match them with the company's objectives. By using this methodology, brands may satisfy their social and environmental obligations while creating enduring value. Sustainability is a commitment to make a better world that steers businesses toward a prosperous and responsible future. It is not merely a passing fad. Sustainability is now essential for long-term success rather than just a nice-to-have feature. Companies that embrace sustainability to the fullest will be in a strong position to lead in the future.

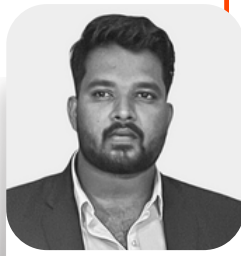
Answers to Market-tainment

1. Instagram
2. Content Marketing
3. Performance Marketing
4. Google
5. Pay Per Click

GRAPHICS TEAM



**Bhakti
Mangrulkar**



**Manish
Kadur**



**Meenakshi
Joshi**



**Sonali
Majire**

CONTENT TEAM



**Aaryan
Mathew**



Haard Shah



**Kumar
Shantanu**



Nikita Tiwari



Sonia Ratti



**Vrinda
Maheshwari**

PROOFREADING TEAM



**Chaitali
Gangurde**



**Jeevan
Thakre**



**Tanishka
Rane**



[MARKETING360.IN](https://marketing360.in)

1ST NOVEMBER 2023

Marketing Insights Newsletter of Marketing360.in

PANORAMA M360



Scan This to Know More